



# Heart Failures

**YOU'VE ROMANCED THE SALE.** You're in the process of writing up that special Valentine's Day purchase. And you just couldn't stop with a simple "Thank you for your business." You had to go and open your big mouth ...



Now  
I wasn't supposed to say anything, but he was in here this morning getting a specially engraved bracelet for you too, Sharon. Your name's not Sharon?  
Oops, let me take that back.

Hey,  
I just want you to know that I think it's really cool that a couple your age are still going through the motions for Valentine's Day.

Well,  
sure, you could go with this little diamond ... and you could also just cut to the chase and give the postman a copy of your house key and the dates you'll be out of town on business trips.

That ring? That ring will cost you \$1,059. \$59 for the ring, and \$1,000 for the hotel room you're going to have to rent for the next week after she kicks you out of the house ...

By the way, did you know that if you were to buy another one of these and give it to your secretary, you could write it off as a tax-deductible business expense?



Congratulations, sir, I think somebody's just going to be oinking with delight when she gets it!

Nice purchase, sir. May I suggest this box of Cracker Jack popcorn to wrap it in?

Wonderful choice, sir. May I suggest you also buy her a Snickers bar to complete the mood?

May I congratulate you on your purchase, sir, and invite you back to our store any time you feel the need to express your most deeply felt emotions through the use of your credit card.

Would you like fries with that?

ORIGINALLY PUBLISHED FEBRUARY 2003